

Methodology: Marquette Law School Poll

June 8-13, 2023

Charles Franklin

2023-06-28

Survey description

The Marquette Law School Poll survey of Wisconsin registered voters was conducted June 8-13, 2023. A total of 913 registered voters were interviewed by SSRS of Glen Mills PA. Implementing a hybrid sample methodology, including the SSRS Opinion Panel and registration-based sample (RBS) containing either a telephone number or an email address, SSRS contacted registered voters via email or via telephone. In total, n=666 surveys were completed via web and n=247 surveys were completed via phone.

The margin of error is +/-4.3 percentage points for the full sample. The Republican subsample has a sample size of 389 (weighted n=419), with a margin of error of +/-6.5 percentage points. There are 493 Democrats (weighted n=453), with a margin of error of +/-6.0 percentage points.

The survey is a sample of registered voters living in Wisconsin.

Target Population

The target population for this poll was adults ages 18 or older who are currently registered to vote in Wisconsin or plan to register. Our sampling approach ensured that we obtained a representative sample of the target population via a full probability design.

SSRS Opinion Panel

SSRS Opinion Panel members are recruited randomly based on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File (CDS), a regularly-updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame.

SSRS also has some panelists who were recruited via our now-defunct Telephone Omnibus survey platform. The SSRS Omnibus survey was a nationally representative (including Hawaii and Alaska) bilingual telephone survey designed to meet standards of quality associated with custom research studies. Additionally, SSRS has recruited some panelists

from prepaid cell phone sample, which often helps increase the amount of harder-to-reach demographics.

The SSRS Opinion Panel is a multi-mode panel. Internet households participate via web while all non-internet households (including those who have internet but are unwilling to take surveys online) participate via phone.

All sample drawn from the SSRS Opinion Panel for this survey were adults ages 18 or older who live in Wisconsin. All potential respondents were then screened for age, state of residence (confirming Wisconsin), and voter registration prior to administering the survey.

Registration-Based Samples

Registration-based samples were procured from L2, one of the major providers of high-quality voter list samples. The sample frame was split into 45 strata based on presence of an email address, a high connect telephone number, or both, crossed by inferred party ID and DMA regions.

A total of 91,551 pieces of sample were procured for this study: 50,781 with verified email only, 25,019 with phone only, and 15,751 with both email and phone. Of the 66,432 sample pieces with email addresses, a random 33,266 were sent with email invites with a 97% delivery rate; thus, only 32,344 RBS records potentially received invites to participate in the web survey. A number of invalid email addresses led to email not being delivered, and while some were valid, it was not assured that the email would reach the recipient's inbox due to the many different ways in which emails are processed on the web.

The response from the first 50% of RBS email records was very productive and was sufficient to reach the desired number of completes, so SSRS decided not to release the remaining 50% of the email sample. For the sample where a phone number was available, all 40,770 samples were released, but only 15,544 cases were dialed. Overall, the total sample used for web and phone participants is 74,036, yielding 715 completes (474 web and 241 phone).

AAPOR Transparency Initiative Information

The Marquette Law School Poll follows the guidelines for disclosure of the American Association for Public Opinion Research Transparency Initiative. For more information on the initiative see: [AAPOR Transparency](#)

1. The poll is sponsored by Marquette Law School.
2. The Marquette Law School Poll, under the direction of Prof. Charles Franklin, designed the survey instrument and performed all statistical analysis. The data collection was administered by SSRS of Glen Mills PA.
3. Funding for this study was provided by the Marquette Law School Alumni Annual Fund. Their support is gratefully acknowledged.

4. The full survey instrument for this study is available online at [Survey Instrument](#)
5. The population surveyed consists of registered voters living in Wisconsin.
6. The sampling frame is a hybrid of SSRS Opinion panel respondents and a RBS sample of registered voters in Wisconsin. See below for full details.
7. Details of design and response rate are given below.
8. The sample was designed to be representative of the registered voter population of Wisconsin. The sample size is 913. The margin of error, including design effects due to post-stratification is +/-4.3 percentage points for the full sample. The Republican subsample has a sample size of 389 with a margin of error of +/-6.5 percentage points. There are 493 Democrats, with a margin of error of +/-6.0 percentage points.
9. The design effect for this survey is 1.77 which has been incorporated in the calculation of all reported margins of error.
10. The survey was administered in English only and was administered on the web and by telephone. The data were collected June 8-13, 2023.
11. Results for all items in the survey, including the full instrument, topline results, crosstabs and this methodological report are available online at [link](#)
12. For further information contact the survey director, Prof. Charles Franklin at Charles.franklin@marquette.edu
13. Further methodological details are included in the attached report from SSRS.

JUNE WI POLL METHODOLOGY REPORT

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SUMMARY

The June WI Poll of Marquette University Law School (MULaw) obtained surveys via web and telephone with a representative sample of n=913 registered voters, ages 18 or older, who live in Wisconsin. Data collection was conducted in English from June 8 to 13, 2023.

Implementing a hybrid sample methodology, including the SSRS Opinion Panel and registration-based sample (RBS) containing either a telephone number or an email address, SSRS contacted registered voters via email or via telephone. In total, n=666 surveys were completed via web and n=247 surveys were completed via phone.

Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 4.3 percentage points.

Details on the design, execution, and analysis of the survey are discussed below.

SAMPLE DESIGN

Target Population

The target population for this poll was adults ages 18 or older who are currently registered to vote in Wisconsin or plan to register. Our sampling approach ensured that we obtained a representative sample of the target population via a full probability design.

SSRS Opinion Panel

SSRS Opinion Panel members are recruited randomly based on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File (CDS), a regularly-updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame.

SSRS also has some panelists who were recruited via our now-defunct Telephone Omnibus survey platform. The SSRS Omnibus survey was a nationally representative (including Hawaii and Alaska) bilingual telephone survey designed to meet standards of quality associated with custom research studies. Additionally, SSRS has recruited some panelists from prepaid cell phone sample, which often helps increase the amount of harder-to-reach demographics.

The SSRS Opinion Panel is a multi-mode panel. Internet households participate via web while all non-internet households (including those who have internet but are unwilling to take surveys online) participate via phone.

All sample drawn from the SSRS Opinion Panel for this survey were adults ages 18 or older who live in Wisconsin. All potential respondents were then screened for age, state of residence (confirming Wisconsin), and voter registration prior to administering the survey.

Registration-Based Samples

Registration-based samples were procured from L2, one of the major providers of high-quality voter list samples. The sample frame was split into 45 strata based on presence of an email address, a high connect telephone number, or both, crossed by inferred party ID and DMA regions.

A total of 91,551 pieces of sample were procured for this study: 50,781 with verified email only, 25,019 with phone only, and 15,751 with both email and phone. Of the 66,432 sample pieces with email addresses, a random 33,266 were sent with email invites with a 97% delivery rate; thus, only 32,344 RBS records potentially received invites to participate in the web survey. A number of invalid email addresses led to email not being delivered, and while some were valid, it was not assured that the email would reach the recipient's inbox due to the many different ways in which emails are processed on the web.

The response from the first 50% of RBS email records was very productive and was sufficient to reach the desired number of completes, so SSRS decided not to release the remaining 50% of the email sample. For the sample where a phone number was available, all 40,770 samples were released, but only 15,544 cases were dialed. Overall, the total sample used for web and phone participants is 74,036, yielding 715 completes (474 web and 241 phone).

Table 1: RBS Sample

Stratum #	Party	DMA Region*	Contact	Amounts
1	Democrats	MKECity	EMAIL	3008
2	Republicans	MKECity	EMAIL	296
3	Other	MKECity	EMAIL	495
4	Democrats	MKECity	PHONE	4575
5	Republicans	MKECity	PHONE	7004
6	Other	MKECity	PHONE	4247
7	Democrats	MKECity	EMAIL/PHONE	3037
8	Republicans	MKECity	EMAIL/PHONE	3031
9	Other	MKECity	EMAIL/PHONE	2423
10	Democrats	MKEDMA	EMAIL	1612
11	Republicans	MKEDMA	EMAIL	4512
12	Other	MKEDMA	EMAIL	2827
13	Democrats	MKEDMA	PHONE	3973
14	Republicans	MKEDMA	PHONE	5147

15	Other	MKEDMA	PHONE	4594
16	Democrats	MKEDMA	EMAIL/PHONE	867
17	Republicans	MKEDMA	EMAIL/PHONE	21
18	Other	MKEDMA	EMAIL/PHONE	197
19	Democrats	Madison	EMAIL	1154
20	Republicans	Madison	EMAIL	4384
21	Other	Madison	EMAIL	1849
22	Democrats	Madison	PHONE	1432
23	Republicans	Madison	PHONE	1102
24	Other	Madison	PHONE	1132
25	Democrats	Madison	EMAIL/PHONE	641
26	Republicans	Madison	EMAIL/PHONE	1960
27	Other	Madison	EMAIL/PHONE	1564
28	Democrats	GreenBay	EMAIL	1649
29	Republicans	GreenBay	EMAIL	4817
30	Other	GreenBay	EMAIL	2250
31	Democrats	GreenBay	PHONE	805
32	Republicans	GreenBay	PHONE	154
33	Other	GreenBay	PHONE	272
34	Democrats	GreenBay	EMAIL/PHONE	753
35	Republicans	GreenBay	EMAIL/PHONE	2611
36	Other	GreenBay	EMAIL/PHONE	1190
37	Democrats	RestOfWI	EMAIL	1130
38	Republicans	RestOfWI	EMAIL	873
39	Other	RestOfWI	EMAIL	968
40	Democrats	RestOfWI	PHONE	757
41	Republicans	RestOfWI	PHONE	1696
42	Other	RestOfWI	PHONE	855
43	Democrats	RestOfWI	EMAIL/PHONE	732
44	Republicans	RestOfWI	EMAIL/PHONE	1455
45	Other	RestOfWI	EMAIL/PHONE	1500

* MKECity – Milwaukee City Limits, MKEDMA – Rest of Milwaukee, Madison – Madison DMA, GreenBay – Green Bay DMA, RestofWI – Rest of Wisconsin DMA; Jefferson County was counted towards Milwaukee DMA and Florence County was counted towards Green Bay DMA

QUESTIONNAIRE AND LETTER DEVELOPMENT

Questionnaire Development

The questionnaire was developed by MULaw in consultation with the SSRS project team. SSRS reviewed the questionnaire primarily to identify potential problems in the instrument that might increase respondent burden, cause respondents to refuse or terminate the interview, create problems with respondent comprehension, or pose practical challenges for mode-specific administration such as complex skip patterns.

Email Development

Email invitations and reminders were developed by SSRS in consultation with MULaw. Emails explained the purpose of the study, offered electronic gift card compensation for completing the web survey, and provided a unique survey link.

CONTACT PROCEDURES

Schedule

A “soft launch” inviting a limited number of SSRS Opinion Panel web panelists and RBS with email addresses was conducted on June 8, 2023. Soft launch data was checked to ensure functionality of the program and administration length of the survey were within the scope of work. The study fully launched after checking soft launch data to ensure that all questionnaire content and skip patterns were correct.

Web data collection began on the first day in field to about 10% of target SSRS Opinion Panel web panelists and about 50% of RBS records with an email address. Phone data collection began on the first day in field to all SSRS Opinion Panel phone panelists and RBS without an email address. All RBS records with both an email address and a phone number were first contacted via email and then called by phone starting on Day 2 if they had not yet completed the survey online.

Table 2: Contact Schedule

Task	Date
Soft launch: Email #1: SSRS Opinion Panel	06/08/2023 AM
Soft launch: Email #1: RBS with email (all strata, random 50%)	06/08/2023 AM
Phone begins to RBS without an email address	06/08/2023 PM
Full launch: Email #1: SSRS Opinion Panel	06/09/2023
Phone begins to RBS with email	06/09/2023
Email #2 to SSRS Opinion Panel	06/10/2023
Email #2 Reminder email to RBS with email	Not needed
Email #3 to SSRS Opinion Panel	06/11/2023
Email #3 Reminder email to RBS with email	Not needed
Email #4 to SSRS Opinion Panel	Not needed
End of data collection	06/13/2023

Web Contact Procedures

All target respondents with an email address were emailed an invitation to complete the survey online. The email for each respondent included a unique password-embedded link. Those who did not respond to the email invitation received at least one reminder email. For SSRS Opinion Panelists who did not respond and who had opted into receiving text messages from the SSRS Opinion Panel also received text message reminders.

In appreciation for their participation, web participants (whether via the SSRS Opinion Panel or RBS) received post-paid compensation in the form of an electronic gift card, sent via email immediately after completion of the survey.

Phone Contact Procedures

For SSRS Opinion “Web Reluctant” Panelists, SSRS’ in-house call center interviewers made outbound calls and asked to speak with the person at that number who is a member of the SSRS Opinion Panel. For RBS records, interviewers from MAXimum Research, Inc. (a New Jersey based call center) made outbound calls and attempted to interview the person who answered the phone. All respondents were screened for age, state of residence, and current voter registration status before accepting them into the interview.

All interviews were completed in English using the Forsta Plus (formerly known as Confirmit) CATI system. The CATI system ensured that complete dispositions of all call attempts were recorded.

CATI interviewers received written materials about the survey instrument and received formal training for this particular project. The written materials were provided prior to commencement of data collection and included an annotated questionnaire that contained information about the goals of the study, detailed explanations about why questions were

being asked, the meaning and pronunciation of key terms or names, potential obstacles to overcome in getting good answers to questions, and respondent problems that could be anticipated ahead of time, as well as strategies for addressing the potential problems.

To maximize survey response, SSRS enacted the following procedures during the field period:

- As many as three (3) attempts were made to contact every sampled telephone number.
- Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents.
- Interviewers explained the purpose of the study and its importance.
- Respondents were offered the option of scheduling a callback at their convenience.
- Specially trained interviewers contacted numbers where the initial call resulted in respondents hanging up the phone.

Only participants via SSRS Opinion Panel received compensation after completing the survey via phone. RBS respondents who completed the survey by phone were not offered compensation.

PROGRAMMING, DATA PROCESSING, AND INTEGRATION

Programming

Prior to the field period, SSRS programmed the study into its Forsta Plus (formerly known as Confirmit) Web/CATI platform for administration in English. Extensive checking of the program was conducted to ensure that skip patterns and sample splits followed the design of the questionnaire.

Additional steps were employed to ensure a quality experience in survey administration regardless of the device utilized by respondents, whether a desktop computer, tablet, or phone. The web program was optimized for administration via smartphone or other mobile handheld devices. The web program was also checked on multiple devices, including desktop computers and handheld mobile devices, and different web browsers to ensure consistent and optimized visualization across devices and web browsers. The web survey was accessed directly by respondents, using their unique survey links with embedded passwords. This also gave them the ability to return to their survey later if they chose to suspend their survey.

A parallel program for phone participants was set up for interviewer administration and relevant telephone dispositioning codes. It was tailored to the needs of the interviewer by including pronunciation instructions, notably for names and commonly mispronounced words.

Quality Control Checks

Quality checks were incorporated into the survey. For this study, respondents who failed the quality checks were not included in the final dataset. This included:

1. Respondents who answered one trap question incorrectly.
2. Web respondents who finished the survey too quickly (≤ 3 minutes), designated as speeders.
3. Respondents who skipped more than 10% of the questions asked of them.

No completed surveys were removed after applying these cleaning standards.

Data Processing and Integration

Prior to running the final data set, data from web and telephone modes were combined and thoroughly cleaned with a computer validation program written by one of SSRS's data processing programmers. This program established editing parameters in order to locate any errors, including data that did not follow skip patterns, out-of-range values, and errors in data field locations.

After quality control procedures were carried out, SSRS provided a clean, fully-labeled, and weighted final SPSS dataset to MULaw.

Table 3: Completes by Sample Type

Sample Type	Sample Used	Total Completes
SSRS Opinion Panel	522	198
RBS	74,036*	715**
Total	74,558	913

* Sum of 33,266 records sent emails to, including non-delivery, and returned emails, and 40,770 phone records released

** $n=474$ web completes and $n=241$ phone completes

WEIGHTING AND ANALYSIS

The survey data were weighted to account for sampling probabilities and to correct for systematic nonresponse along known population parameters. Weighting involved three stages: a design weight reflecting initial selection probabilities, a nonresponse adjustment by party (yielding the final base weight), and calibration to registered voter benchmarks.

Sample were recruited from two sources, each of which yielded interviews by Web or phone: the SSRS Opinion Panel and a registration-based sample (RBS) from the L2 voter file. The design weights and nonresponse adjustments were calculated separately for each sample source. The sources were then combined into one sample with a compositing adjustment to reflect each source's share of the sample within Wisconsin. The combined sample was then calibrated.

Design weight

The design weight accounts for differential probabilities of selection for the samples. The design weight was calculated differently for the SSRS Probability Panel and RBS samples.

SSRS Opinion Panel

The panel design weight for the SSRS Opinion Panel was computed differently depending on whether the panelist was initially recruited to the panel from address-based sample (ABS), a prepaid cell random digit dial (RDD) sample, or the SSRS dual-frame RDD telephone Omnibus. Of the 522 Panelists invited to the survey, the initial recruitment methods were 450 via ABS, 71 via Phone Omni, and 1 via Prepaid Cell.

- **ABS Recruits**

The panel design weight for ABS recruits corrects for the disproportionate ABS design by adjusting the distribution of sample across the ABS strata to match the distribution of the ABS frame across strata.

ABS recruits come from a variety of sample sources, some of which employ different stratification schemes. The panel design weight for ABS recruits is tailored to the stratification scheme used for the sample from which the panelist was recruited.

- **Prepaid Cell Recruits**

The panel design weight for prepaid cell recruits accounts for any disproportionate sampling of prepaid cell phone numbers from the cell phone RDD frame.

- **Telephone Omnibus Recruits**

The panel design weight for the telephone Omnibus recruits is their original base weight computed at the time of the original omnibus interview. This base weight accounts for selection probabilities associated with the overlapping dual-frame Omnibus sample design.¹ This base weight is a function of the landline and cell frame sample sizes as well as each respondent's telephone usage and number of adults in the household.

Two adjustments are applied to the panel design weight to create the final design weight for the SSRS Opinion Panel sample:

- A nonresponse adjustment correcting for variability in the recruitment response rate.
- An attrition adjustment correcting for variability in the rate at which originally recruited panelists are retained on the Panel.

¹ Buskirk T.D., Best J. (2012) Venn Diagrams, Probability 101 and Sampling Weights Computed for Dual Frame Telephone RDD Designs. *Journal of Statistics and Mathematics*. Vol. 15: 3696-3710.

Both steps use a weighting class adjustment in which adjustment cells are defined by a cross of the recruitment channel and geographic strata.

For ABS recruits, a household size adjustment is also applied to correct for the sampling of one adult within each sampled address.

RBS

For cases sampled via RBS, the design weight was the inverse of the sampling probability applied to the case's stratum on the RBS frame. Strata were a cross of geographic area, party registration as recorded in the L2 voter file (3 categories listed above), and the available contact information (email-only, phone-only, and both).

One of the variables that defined the 45 RBS sampling strata was available contact type (email, phone, both). The "phone" and "both" strata both were weighted up as the first step in the design weight for the RBS, so the CATI completes were weighted up and the Web completes were weighted down.

Nonresponse Adjustment by Party

The next step was to apply a nonresponse adjustment to account for differential response rates by party.

For the SSRS Opinion Panel sample, nonresponse adjustment cells were formed using the most up-to-date party identification recorded in panelists' profile data. Three adjustment cells were created for this sample:

- Democratic Party (excluding leaners)
- Republican Party (excluding leaners)
- Other

For the RBS sample, the cells were the same as the sampling strata.

Within each cell, an adjustment factor was calculated as the inverse of the design-weighted AAPOR Response Rate 3 (RR3). This includes an eligibility adjustment reflecting the estimated percentage of each adjustment cell that were registered voters.

The nonresponse adjustment factor was multiplied by the design weight and normalized to the amount of completes by sample source to obtain the final base weight.

Calibration

The final step in weighting was to calibrate the sample to target demographic distributions for the population of registered voters in Wisconsin.

The sample was calibrated to registered voter benchmarks by age (18–29, 30–39, 40–49, 50–59, 60–65, 70+); education (less than high school, high school graduate, some college, associate’s degree, bachelor’s degree, post-graduate); sex (male, female) by marital status (married, unmarried); and WI region (city of Milwaukee, rest of Milwaukee county, city of Madison, city of Green Bay, Rest of state) by Party ID (Republican, Independent, Democrat).

Weighting was accomplished using the *anesrake* package in R. Weights were trimmed to prevent individual interviews from having too much influence on survey-derived estimates. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population.

Margin of Sampling Error

Weighting procedures increase the variance in the data with larger weights causing greater variance. Complex survey designs and post data-collection statistical adjustments increase variance estimates and, as a result, the error terms applied in statistical testing.

The total sample design effect² was 1.77 overall and the margin of error was +/- 4.3 percentage points.

RESPONSE RATES

The table below details the completion and response rates for this study.

Table 4: SSRS Opinion Panel Response Rate

Completion Rates/Composite Response Rates	Total
Total Sample (Invited to participate)	522
Screen-outs	23
Total Eligible	499
Quality control removals	0
Incompletes	16
Quota full	27
Completions*	198
Incidence/Eligibility rate	89.59%
Survey Completion rate (Completions/Total invited to participate)	37.93%
Survey RR3	42.01%

² Kish, L. (1992). Weighting for Unequal Pi. Journal of Official Statistics, Vol. 8, No.2, 1992, pp. 183-200

**Excludes screen-outs or data quality removals that completed the survey.*

SSRS Opinion Panel Cumulative Response Rate

Cumulative response rate that takes into consideration the response rate for the panel recruitment survey, percent of recruitment survey respondents that agree to join the panel and the panel survey specific RR3 reported above comes to 2.7%.

Table 5: RBS Response Rate

Interview (Category 1)	
Complete	715
Partial (started survey but abandoned before finishing)	156
Eligible, non-interview (Category 2)	
Refusal	405
Implicit refusal	2
Answering machine – household	12
Other, non-refusals	77
Language problem	13
Location/Activity not allowing interview	62
Miscellaneous	765
Unknown eligibility, non-interview (Category 3)	
Unknown if housing unit/unknown about address	121
Always busy	70
No answer	7,444
Answering machine-don't know if household	5,367
Nothing returned from email invites delivered	31,696
Email invites returned undelivered	922

Phone records not attempted/dialed	25,266
Not eligible (Category 4)	
Out of sample (screened)	49
Fax/data line	65
Non-working number	802
No eligible respondent	2
Quota filled – phone only	20
Not eligible – duplicate listing	4
Other (Failed Relevant ID, quota full web)	41
Total sample used	74,036
Response Rate 3	1.4%

DELIVERABLES

SSRS delivered to MULaw:

- Final questionnaire instrument
- One final weighted dataset in SPSS
- A detailed methods report, including telephone dispositions
- A full phone file with all call history included

ABOUT SSRS

SSRS is a full-service survey and market research firm managed by a core of dedicated professionals with advanced degrees in the social sciences. Service offerings include the SSRS Opinion Panel and other Online Solutions, and SSRS Text Message Panel, as well as custom research programs – all driven by a central commitment to methodological rigor. The SSRS team is renowned for its multimodal approach, as well as its sophisticated and proprietary sample designs. Typical projects for the company include complex strategic, tactical, and public opinion initiatives in the U.S. and in more than 40 countries worldwide. SSRS is research, refined. Visit www.ssrs.com for more information.